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## ANNUAL REPORT

TO

MAYOR GEORGE CHRISTOPHER

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for July 1, 1961 to June 30, 1962



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REDEVELOPMENT AGENCY

OF THE

CITY AND COUNTY OF SAN FRANCISCO

## REFERENCE BOOK

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CALIFORNIA

ANNUAL REPORT

TO

MAYOR GEORGE CHRISTOPHER

For the Year July 1, 1961 to June 30, 1962

REDEVELOPMENT AGENCY

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CITY AND COUNTY OF SAN FRANCISCO

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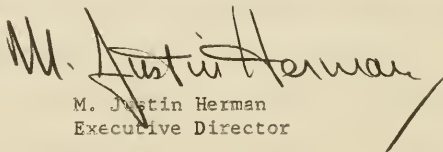
GENERAL

The period covered by this report shows marked progress in the fulfillment of redevelopment in the three projects in the execution stage. Due to the construction strike, building progress in the Diamond Heights and Western Addition Area A-1 projects was slowed almost to a standstill pending settlement. With the ending of the strike, building was resumed and the progress towards completion of the projects is moving along in a satisfactory manner.

The Agency has shown continuing concern over the fact that new dwellings being constructed in project areas would generally be beyond the reach of families with gross incomes of less than \$10,000 per year. In the endeavor to meet partially this condition, the Agency requested the Board of Supervisors to support its policy in behalf of creation of moderate-priced private housing in the Diamond Heights project area.

On September 25, 1961 the Board of Supervisors adopted Resolution No. 622-61 endorsing in principle a policy of disposition of certain property in the Diamond Heights Project at less than market value to facilitate construction of moderately priced housing.

The Agency's efforts to create a better balanced supply of housing in redevelopment project areas are indicated in the following report of the projects in which the Agency is working.

  
M. Justin Herman  
Executive Director




WESTERN ADDITION APPROVED PROJECT A-1

Between July 1, 1961 and June 30, 1962, the Agency conveyed 20 acres of parcels worth \$2,569,590 to eleven commercial and residential developers and to the City of San Francisco. Sales of two parcels completed the Agency's sale of all land offered in the area - 43 acres. A total of 28 developers, including business firms, schools, churches, and the City, paid in excess of \$10,228,000 for the land. The proposed \$60 millions of private investment will provide residential and commercial facilities for 5000 residents.

All except one disposition agreement have been signed. A parochial school, two medical buildings, a service station have been completed in the area. Eichler Homes, Inc. began construction of 72 low-rise apartments in June, 1961 and on June 12 of this year began construction of a \$15 million high-rise apartment tower of 150 units. The ILWU began its project of 299 moderate-priced cooperative apartments following the end of the building industry strike. The Salvation Army student dormitory and the Post-Divisadero Professional Center are under way.

Several other developers of rental and cooperative apartments are awaiting FHA commitments. The Agency does not transfer deeds until developers obtain FHA mortgage insurance commitments or other effective financing.

On May 23, 1962 at a monthly meeting of SPUR (The San Francisco Planning and Urban Renewal Association) the developers and architects of the Japanese Cultural and Trade Center made a progress report to the community. The designs for the five-acre complex of hotel, 1000 seat theater, 150 shops are completed. Leases for use of the facilities have been signed with major Japanese and American concerns.



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Western Addition Approved Project A-1 (Cont'd)

Financing and start of construction of the Center are tied to the financing of a public facility garage at the site. Proposals and negotiations for this are before the City and County of San Francisco. When these are worked out satisfactorily, the Center will proceed. In addition, Federal credits toward the City's Federally aided redevelopment projects will be assured by the expenditures for the site and the construction of the garage.

DIAMOND HEIGHTS PROJECT AREA B-1

In Diamond Heights the 330-acre planned community which will house 9,000 residents, the Agency carried forward its land sales program with the sale of thirty acres on Red Rock Hill at a total sales price of \$5,946,928.

Three church sites were sold August 26, 1961.

The 22-acre peak of Red Rock Hill designated for 990 apartments, was sold October 24, 1961.

Twenty-five view lots for single family homes were sold May 8, 1962.

A 4.6 acre shopping site in the 18-acre Neighborhood Center was sold June 6, 1962.

With completion of these sales the Agency has sold a total of 54 acres in Diamond Heights approximately one-third of the land to be sold in the area. Four special features characterize these sales.

1. The San Francisco church community accepted the Agency's suggestion that churches competing for the sites decide which among them should purchase the parcels at announced fair market values.





Diamond Heights Project Area B-1 (Cont'd)

2. The Agency conducted a nationwide architectural competition for the design of the 990 apartment complex. San Francisco Redevelopers, Inc., high bidders for the site, will construct an award-winning design from the competition as a condition of purchase of the land. The developers have told the Redevelopment Agency that they will break ground for the first units of the scheme in the Fall of 1962.
3. To insure good architectural design in the Neighborhood Center planned for the area, the Agency sold at auction the shopping site at \$6.00 per square foot with the stipulation that the developers build the facility in accordance with a general design concept laid out by an urban design consultant and a firm of landscape architects.
4. Because of the extra values the Agency has imputed to the land by strong design emphasis, the prices obtained for land in Diamond Heights were well above the returns that were budgeted prior to the launching of the design-oriented sales program.

This fourth aspect of the Diamond Heights sales - premium prices received on the open market - bore importantly on the Agency's overall policy for shaping the program to the community's needs. First, the prices received further strengthened the financial soundness of the three redevelopment projects in execution, the feasibility of the new project, Western Addition Area Two now in the planning stage, and of the proposed redevelopment of 90 acres in the South of Market area, for which the Federal Government has



Diamond Heights Project Area E-1 (Cont'd)

offered the Board of Supervisors a planning advance of \$607,000 and a grant reservation of over \$19,000,000.

Secondly, the income from the Diamond Heights sales made it possible for the Agency to take specific steps to foster construction of moderate-priced, privately owned housing in San Francisco. The Agency announced on January 18, 1962, its allocation of four sites totaling 23 acres in the Red Rock Hill area of Diamond Heights for a maximum of 3-bedroom and 4-bedroom apartments to be built under Federal and State legislation enacted in 1961. The Agency may sell the sites at prices related to the incomes of families of moderate means and permit the developers of the housing to secure mortgage funds at an interest rate of 3-1/8 percent.

The Agency offered bidders' packets to potential developers through May 1, 1962. Twelve registrants purchased 19 packets. Their proposals for development of the four sites will be received by the Agency during August and September of this year and evaluated in terms of design, amenities, absence of "project" appearance, monthly payments, etc.

Embarcadero-Lower Market Project Area E-1 (Golden Gateway)

Perini-San Francisco Associates, developers of the Golden Gateway, completed the working drawings of Phase I of their total plan which will provide 2294 apartments.

On June 18, 1962 the FHA issued a mortgage commitment for \$20 million, to cover construction of 794 apartments, the first third of the residential



Embarcadero-Lower Market Project Area E-1 (Cont'd)

development of the \$85,000,000 project, and the Perini group set ground-breaking ceremonies for August 30, 1962. This is the largest FHA mortgage ever issued in the West - in fact the largest permitted by law. An unmistakable note of confidence in the project was the purchase of the mortgage by the John Hancock Life Insurance Company rather than by the United States Government.

Another recent highlight in the developers' progress toward the beginning of construction was their announcement in early July of selection of a \$50,000 prize-winning design for a sculpture to be placed in Sydney J. Walton Square within the project. The award was the result of a six-months' international design competition sponsored by Perini-San Francisco Associates.

While the Agency made headway in general in its land acquisition program in the Gateway, two aspects of the program presented serious problems. Yet after prolonged difficulty, both situations were resolved within twelve days of each other.

On May 27, 1962 following unavoidable institution of eviction proceedings, the produce merchants doing business in three key blocks of Phase I of the Perini development moved to temporary quarters elsewhere within the Gateway with the help of the Redevelopment Agency. Their relocation enabled the Agency to open bids for demolition within the area bounded by Pacific, Davis, Washington, Battery, Jackson and Front Streets.



Embarcadero-Lower Market Project Area E-1 (Cont'd)

The City had been asked to help the merchants move to Islais Creek, but the new market which was being organized was dealt a serious blow when dissident elements broke their pledge and started to build their own market at South San Francisco. The Islais Creek Market was then stalled for months. Knowing that the project was almost dead, the Redevelopment Agency injected itself in the situation in a last-minute rescue effort. The Redevelopment Agency brought the merchants together with Dworman Associates, New York and Los Angeles developers, under a plan whereby this firm will supply needed cash, construct the project under competitive subcontractors' bids, build and operate a refrigeration plant and take payment in subordinate debentures. If the Islais Creek Market is to be revived at all, it appears that this new development will be the only means to a satisfactory situation.

On August 14, 1961 the Agency initiated discussion with the HHFA concerning the desirability of extending the Golden Gateway boundaries to include the northerly half of Block 202. (The southerly half of the block will be cleared by the State Division of Highways for freeway construction). By its Resolution No. 74-62 adopted February 5, 1962, the Board of Supervisors included the block within the project boundaries. On April 6, 1962, the HHFA indicated it was in agreement with the Agency's procedures.

Eight acres of prime commercial sites south of Clay Street remain in the Golden Gateway. The Agency will soon market them to major developers in block-size parcels.





Embarcadero-Lower Market Project Area E-1 (Cont'd)

The Ferry Building Park (financing of which the Redevelopment Agency arranged at a saving of close to \$2,000,000 to the City) now looms as a major problem area. The Mayor recently appointed a committee representing the Planning Commission, Recreation and Park Commission, State Highway Department, the Redevelopment Agency, the Port Authority, and his own office (with Everett Griffin, Chairman of the Redevelopment Agency, as Chairman). There are divergent views regarding building of the park and it is hoped that they can be reconciled through the operation of this committee.

WESTERN ADDITION PROJECT AREA TWO

The Agency accepted the Federal Government's offer of an advance of \$477,000 for planning redevelopment and rehabilitation in Western Addition Area Two on September 5, 1961.

During the intervening months, the Agency has conducted studies aimed at:

1. Establishing a three-year plan of relocation for residents. (This plan is outlined in a report dated April 3, 1962)
2. Documenting the feasibility of rehabilitation of homes and businesses.
3. Selecting sites for development of 1400 moderate-priced private housing units which could accommodate approximately 58 percent of the families now living in the area and 800 units for the elderly.
4. Outlining new uses of the 250 acres almost completely surrounding Western Addition Area One which would result in new neighborhoods of diversified incomes and racial and cultural characteristics and in revitalized commercial activities to serve San Franciscans within and beyond the project area.



Western Addition Project Area Two (Cont'd)

The Japanese-Americans, on the northern side of Area Two, along Bush and Post Streets, and between Franklin and Buchanan Streets, comprise an important traditional element in the Western Addition.

The Negro groups, in general on the southern side of Area Two, constitute in part a moderate-income population who can contribute to the new character of the area.

Development of the area poses not only economic and physical problems but social problems as well. City-wide resources of public housing and of many social service organizations will be brought to bear. The Agency's Community Services and Property Management Division has established working relationships with more than 100 community groups and individuals concerned with the educational, economic, and cultural activities of the area's residents. It has acquired specialists in family economics, home repair and home finance who have begun to meet the Western Addition residents and who will work with families and individuals to help them plan their new homes in or out of the area.

Liaison with the area has been strengthened through monthly meetings with the Fillmore Merchants Association, the Planning Committee of the United Committee for the Japanese Community, and with the Redevelopment Committee of the Western Addition District Council. Other groups frequently consulted and informed about the progress of the Agency's planning studies are the NAACP, the Republican Council for Equal Opportunity, the Fillmore and the



Western Addition Project Area Two (Cont'd)

18th A.D. Democratic Clubs, the Interdenominational Ministerial Alliance, the Family Services Agency, the Visiting Nurses Association, the Public Welfare Department, the West Side Health Center.

The Agency hopes to provide a business consultant service to help merchants in their relocation and re-establishment problems.

A market analysis for new uses of the area is underway. On July 17, 1962, the Agency engaged the services of three planning consultant firms. These consultants will make recommendations for the development of the Fillmore Business District, the Nihonmachi or Japanese-American business area, and Van Ness Avenue along blocks extending on the west side of the Avenue from Bush to McAllister Streets.

With the completion of traffic studies, gathering of social data, and analyses of rehabilitation techniques and costs, in addition to the development proposals prepared by the consultants, the Agency will be able to prepare a proposal for rehabilitation and redevelopment of the area. The Agency anticipates that it will present its plan for study by the community by the end of 1962. Thus, this project should complete planning in about eighteen months compared to the 66 months required for Diamond Heights, 76 months required for Western Addition Area One, and 34 months required for the Golden Gateway.

On July 12, 1961, the Agency asked the Board of Supervisors to support its policy in behalf of creation of moderate-priced, private housing. This was granted in the Fall of 1961.



### Western Addition Project Area Two (Cont'd)

On November 7, 1961 the Agency established a Division of Moderate-Priced, Private Housing to aid cooperatives and developers in the sponsorship of such housing.

From April 10, 1962 through May 15, 1962, the Agency conducted a free course of instruction on the sponsorship and construction of moderate-priced, private housing. Specialists from FHA, the Agency staff, housing economists, and developers acted as lecturers and consultants.

It is the Agency's view that 4211 moderate-priced, private housing units could be programmed within the next two years - with 299 units under construction by the ILWU in Western Addition A-1, with the 512 units scheduled in Diamond Heights, 1400 in Western Addition Area Two, and 2000 in Hunters Point.

### SOUTH OF MARKET PROJECT AREA D

This blighted area has twice been exposed to the possibilities of redevelopment. The first effort was cancelled when the Federal Government indicated the City was not sufficiently organized to carry out such a project. Now a second chance is at hand.

On April 26, 1962 the Redevelopment Agency received an offer of \$607,986 from the Federal Government to be used to develop a plan to rebuild and rehabilitate 90 acres south of Market extending generally from Fourth Street to Hawthorne, New Montgomery and Second Streets, and from Harrison to Mission Streets.





South of Market Project Area D (Cont'd)

In its preliminary studies of these blocks, the Agency pointed out that the area was closely related to both the Golden Gateway and the downtown business district, and could become a nucleus of wholesaling and industrial activity influencing the City's and the Bay Area's economy.

While private enterprise has made efforts to revitalize the area, none has succeeded in creating an economic activity commensurate with the potential of the area.

The Agency will start the planning of the project just as soon as it satisfies the Federal Government that there are sufficient cash and public works credits for the City's share, once the plans are completed and the project is placed in execution. Decisions on the public facility garage in the Western Addition along with other credits will probably resolve this matter in the early part of the fall of 1962.

HUNTERS POINT

Just prior to the year reported here, the Agency was invited by the City Controller to make recommendations for the disposition of 2727 temporary war housing units at Hunters Point. State law requires that the temporary units be razed by 1970.

In a letter of July 3, 1961 the Agency recommended that the 117 acres be made a redevelopment project, looking to over 2000 moderate-priced housing units for families now resident there, for other families who will be displaced from Western Addition Area Two, and for families of moderate



Hunters Point (Cont'd)

income at large in the city.

The Agency further pointed out the opportunity the Hunters Point area offers to create an inventory of moderate-priced private housing intermixed with new, scattered public housing units, in accord with the City's master plan, and to the benefit of the City's economic base.

In the interest of getting a substantial volume of moderate-priced private housing built in San Francisco, the Mayor, at the request of the Redevelopment Agency, urgently requested the Board of Supervisors on March 2, 1962, to appropriate \$10,700 to enable the Agency to prepare an application to the Federal Government for funds to plan development of moderate-priced, private housing at Hunters Point. The Board of Supervisors on July 30, 1962 appropriated the funds. Presently, the Agency is preparing the application for survey and planning funds and expects to have it ready for submittal to the Federal Government in October 1962.



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525 Golden Gate Avenue, San Francisco 2, California



REPORT OF THE SAN FRANCISCO REDEVELOPMENT AGENCY

July 1, 1962 - June 30, 1963

This report highlights the progress of the City's redevelopment or renewal program conducted by the San Francisco Redevelopment Agency during the period, July 1, 1962 - June 30, 1963.

Looking back over this period and examining goals and the means of their accomplishment, the Agency respectfully makes these broad generalizations.

1. The ability of the Agency to make the reported progress reflects the recognition that a redevelopment agency is in fact a special-purpose instrument of government. This aspect has been repeatedly stated and warrants repetition here in the quotation taken from both the 1961 and 1962 Redevelopment Agency Annual Reports:

"The Agency is proud of its working relationship with the City and County of San Francisco -- Mayor George Christopher, the Board of Supervisors, the various Departments and Commissions, and the Urban Renewal Coordinator. The Redevelopment Agency is particularly sensitive to its obligation to follow the broad policies laid down by the Board of Supervisors. Yet it makes use of the advantages it has as a separate public body in the administration of its project operations. It is in this element of flexibility and freedom from the larger and more regularized operations of the City and County government that the Agency's strength lies. Although it is a public





agency carrying out a public function, the nature of its work is that of a quasi-business organization. The Agency operates as much as possible along business lines."

2. The fact that three out of four families displaced by the Agency have been rehoused in improved residential units, and the re-establishment of two out of three families in units meeting a standard of "decent, safe and sanitary" is a matter of independent evaluation or audit. The remaining families were offered such housing, but chose not to accept what was available.
3. The provision of housing resources as well as other facilities without regard to race, color or creed has been a keystone of Agency policy since the inception of the Agency.
4. As the Agency goes into the 1963-64 tax year, the dollar returns in taxes and credits in lieu of taxes on its partially redeveloped projects will almost equal the tax dollars received by the City at the time properties were first acquired, and the volume of improvements which will be taxable in successive years will be vastly increased with tax returns to match.
5. New residences, parks, works of art, public facilities, trafficways, businesses, and social and cultural institutions have materialized under public design objectives.
6. Pilot efforts to stimulate moderate-priced private housing and senior citizen housing give considerable promise of success. Hopeful of even more improvements in fiscal and legal tools, the



Agency will work to extend these programs in residential areas of projects henceforth placed in execution.

7. Through stimulation of citizen interest and participation in the program, strong citizen support has been developed.

Notwithstanding substantial progress, the City may well take steps to make the program of even greater benefit to the community:

1. Many displaced families and single persons need social services as much as good shelter. Regardless of how much is cause and how much is effect, social and personal problems are concentrated in the same areas as physical and environmental blight. Redevelopment brings economic, social, cultural, traffic and related benefits. But the community in enjoying these benefits must be prepared to meet the accompanying social services bill which cannot be borne by the Redevelopment Agency. Fortunately, the community health and welfare agencies have been planning for such needs.
2. Moderate-priced private housing, senior citizen housing, and devices in lieu of more massive public housing projects warrant support and encouragement, especially in connection with the redevelopment process, because families and individuals of low or moderate income are concentrated in blighted areas.



3. The City can strengthen its cultural-tourism base even more extensively than it has in the past by use of the redevelopment process.
4. Time and money can be saved and the broad returns of the redevelopment process can be realized sooner by supporting State legislation which will give the Redevelopment Agency, under proper safeguards, the right of immediate possession in condemnation actions.
5. Support for modifications in Federal, State and City laws affecting rehabilitation will cause that process to take an even more significant part in renewing the City than has been possible to date.
6. Through astute management, the City has to date made its generous public works expenditures effective in meeting the City's one-third share of redevelopment costs. Each year recently there has been a statement of recognition from the Redevelopment Agency that this method of meeting the local share will soon be exhausted, and that cash reserve funds on a modest basis out of annual appropriations must be made available when the City's share can no longer be financed by public works expenditures. To avoid a sudden and large need for extraordinary appropriations, the City should establish a renewal-redevelopment contingent fund under City control at the earliest possible date and should make annual appropriations into that fund.



7. The City's planning efforts, including the Community Renewal Program, the Workable Program, and the code enforcement and conservation efforts warrant continuing encouragement, support and implementation. Although the Agency's operations may seemingly cover large areas, the Redevelopment Agency carries out projects in a relatively small portion of the City. The City must look to its complete range of tools in addition to the redevelopment or renewal process to insure adequate progress throughout the City in preserving and improving its physical, social, and cultural conditions.

A detailed statement on progress during the 1962-63 period follows.





## DIAMOND HEIGHTS

The Redevelopment Agency has marketed Red Rock Hill, one of the three major hills in this project area. During the period covered by this report 307 units have been placed under construction or completed in the Red Rock Hill complex. This represents a total private investment of approximately \$12,000,000. The major development of Red Rock Hill will consist of 990 units, of which 98 are nearing completion.

The total private investment in residential and commercial properties on sites already sold or committed for sale when completed will represent a total private investment of approximately \$60,000,000. Of the remaining two major hills in the project area, Gold Mine Hill and Fairmount Hill, the latter will be marketed for residential development late in 1963. Gold Mine Hill and remaining scattered sites will be offered to meet the demands of the market.

To serve the needs of the estimated 9,000 residents in the project area, a commercial complex has been designed and the site sold. Construction is scheduled to begin late in 1963. Total private investment in the commercial complex will amount to \$3,500,000.

In connection with the three church sites sold in the project area, construction of the Protestant Episcopal Church is about 85 percent completed. St. Nicholas Orthodox Church and the Lutheran Church have acquired church sites and construction should start shortly.

### Moderate-Priced Private Housing

Pursuant to the recommendations of the Board of Supervisors that the Redevelopment Agency seek to devote sites in its redevelopment projects to achieve a



Diamond Heights (Continued)

community of well-balanced housing resources for all families and single persons, and its subsequent endorsement in principle of a policy of disposition of certain property in Diamond Heights at less than market value to facilitate construction of moderately priced private housing, the Agency designated four sites comprising approximately 23-acres for development of 471 units of such housing.

Following a spirited competition between twelve prospective developers of the four sites offered for moderate-priced private housing, the Agency, on November 20, 1962, announced its selection of the following sponsor developers:

Robert Chuckrow Construction Co., Inc.

Site 1 (12.31 acres) - 234 dwelling units - non-profit-cooperative

Site 2 ( 2.03 acres) - 41 dwelling units - non-profit-cooperative

San Francisco Redevelopers, Inc.

Site 3 ( 3.17 acres) - 58 dwelling units - limited dividend rental

Mission Neighborhood Centers, Inc.

Site 4 ( 5.26 acres) - 138 dwelling units - non-profit rental

The major factors influencing these selections were (1) monthly charges, whether cooperators' (owners) payments or tenants' rents; (2) the quality of the proposed design; and (3) the experience and financial responsibility of the sponsor. The Agency, consistent with repeated policy announcements and practices, resolved all borderline questions in favor of better design in its endeavor to obtain private housing free of a project or institutional appearance but of well designed quality for families of moderate income.



Diamond Heights (Continued)

Necessary plan changes to accommodate construction of the four sites for moderate income families were submitted to the Board of Supervisors and approving action is pending fulfillment by the Agency of the Board's request that scale models of the proposed developments be built to demonstrate that such construction will in no way depreciate the financial investment of the property owners in the area. The building of these models is underway and should be completed early in November, 1963.

Attached hereto and marked Exhibit A is a summary report of public and private investments contemplated for the area.

Community and recreational facilities, such as schools and parks, will be provided by the Unified School District, Recreation and Park Department and other Departments of the City. The Agency will receive approximately \$4,000,000 in non-cash grant-in-aid credits for these public improvements.



WESTERN ADDITION AREA A-1

During the period covered by this report site improvements and supporting facilities were substantially completed. With the completion of the Raphael Weill Elementary School and the Hamilton Recreation Center, \$10,945,668 in public funds will have been expended. The Agency will claim \$3,641,197 non-cash grants in aid for all of these site improvements and supporting facilities.

Of the 28 private projects to be carried out in this project, all but 5 have been completed or have been placed under construction. Private expenditures on these 28 projects will total \$64,351,500. These improvements will provide residential and commercial facilities for 5,000 residents.

The status of the 5 private projects not yet under construction is as follows:

1. Dworman Associates

The Federal Housing Administration has granted feasibility clearance to the 921 apartments to be built by this developer and the first 132 units are scheduled to start early in November, 1963.

2. Japanese Cultural and Trade Center

The Center is in final stages of financial organization. The designs for the 5-acre complex of hotel, theater and 150 shops are about 70 percent completed. Leases for use of the facilities have been signed by major Japanese and American concerns. Financing and start of construction of the Center are tied to financing of the public facility garage at the site. The City and County of San Francisco has authorized the garage. Federal credits toward the





City's federally aided projects will be assured by the expenditure for the garage.

3. Jones Memorial Methodist Church

The Agency has conveyed land to the Jones Memorial Methodist Church for construction of 32 elderly housing units which is scheduled to start in October of this year.

4. Martin Luther Tower

The Federal Housing Administration approval of mortgage insurance for the Martin Luther Tower has been made available and construction is scheduled to start in late September, 1963.

5. Unitarian Church

Conveyance of property to the Church is scheduled within the next three months. The properties are to be used for Church expansion and parking area.

Plans for the St. Mary's Cathedral complex are being prepared and will be reviewed by a panel of architects selected by the Agency and paid for from funds provided by the Archdiocese. It will be noted that the composite report (Exhibit B ) excludes the St. Mary's Cathedral complex since the estimated \$6,000,000 in costs is not yet firm.



## EMBARCADERO-LOWER MARKET PROJECT AREA E

During the period covered by this report the Federal Housing Administration issued a mortgage commitment for \$20,000,000 to Perini-San Francisco Associates to cover construction of 794 apartments. This is the first one-third of the residential development which will provide 2,294 apartments at a total cost of \$85,000,000. Groundbreaking ceremonies were held August 30, 1962. The mortgage was purchased by the John Hancock Mutual Life Insurance Company.

Following a six month international design competition sponsored by Perini-San Francisco Associates the selection of a \$50,000 prize winning design for a sculpture to be placed in the Sydney J. Walton Square within the project was announced, the award going to Francois Stahly of Paris, France.

The produce merchants doing business in three key blocks of Phase I of the Perini development moved to temporary quarters elsewhere within the Gateway with the help of the Redevelopment Agency. Their temporary relocation was to enable the Agency to proceed with demolition within the area bounded by Pacific, Davis, Washington, Battery, Jackson and Front Streets. The City had been asked to help the merchants move to the Islais Creek area but the new market which was being organized was dealt a serious blow when dissident elements broke their pledge and started to build their own market in South San Francisco. Because of this action the Islais Creek Market was stalled for months. Through the efforts of the Redevelopment Agency the merchants were brought together with Dworman Associates, New York and Los Angeles developer, under a plan whereby this firm supplied needed cash to construct the project. The new market in Islais Creek is nearing completion and the merchants are scheduled to move into the new quarters during September of this year.



Area E (Continued)

On February 14, 1963 the Agency was able to realize a major step forward in its efforts to find resolutions of problems the Planning Commission, the San Francisco Port Authority and the Redevelopment Agency had experienced in the treatment of the Ferry Building Park area. A contract for the design of the Park was entered into by the three agencies and Messrs. Halprin, Ciampi and Bolles, landscape architect and architects. The preliminary design will be published in the fall of 1963.

On May 1, 1963 the Agency announced its intention to market 5.3 acres of prime commercial sites south of Clay Street. The Agency will entertain proposals on which the developers will offer prices of not less than \$2,300,000 for Assessor's Block 230, and \$4,815,000 for Assessor's Blocks 233 and 234. In negotiations with developers only those who offer the highest standards of excellence in architectural and site design and which will make outstanding economic contributions to the area and to the City will be considered.



## WESTERN ADDITION AREA 2

During the year covered by this report all of the detailed and complex studies and analyses culminating in plans for the redevelopment of the Western Addition Area Two have been brought to completion and all of the several plans have been started in the review process preliminary to public hearings and actions by the Redevelopment Agency, the City Planning Commission, and the Board of Supervisors.

Studies completed during the year leading up to the physical plan for redevelopment known as the Redevelopment Plan included the following:

A detailed study of fifty residential buildings was made as a sample survey to determine the feasibility of rehabilitation in the area. This involved detailed inspections of the selected buildings, development of tentative rehabilitation standards, plans and cost estimates for rehabilitation and an analysis of the economics of rehabilitation - a comparison of investment against return.

In addition to the sample survey, a detailed inspection of over 90 percent of the 1,460 buildings in the area was completed so that a reasonable estimate of the possibility of rehabilitation could be made in each individual case.

Special design studies by skilled consultants were completed for the Fillmore Center and Japanese Town, known as the Nihonmachi, with the continuing participation of the Fillmore Merchants Association and the United Committee for the Japanese Community. Both of these groups have subsequently formed corporations for the purpose of negotiating for the opportunity of being the redevelopers of their respective areas.





Western Addition Area 2 (Continued)

Preliminary development design studies have been completed for the balance of the area to facilitate rapid processing of both potential owner participation agreements and disposition of property once the project enters into the execution phase.

The proposed redevelopment plan has also been completed and reviewed by the various interested City Departments and Agencies.

Property appraisals for possible acquisition were completed as was a market analysis of the demand for the various proposed reuses of land in the area and an estimate of the probable market value of land in the area.

Similarly a plan was prepared for the relocation of families and businesses expected to be disturbed by the redevelopment process. This plan has been widely discussed in the area and among interested groups in the community.

Other operating plans completed include the operating budget and financial plan for carrying out the redevelopment of the area and procedures for handling owner participation and rehabilitation.

All of these plans and supporting documentation together comprise Part I of the Loan and Grant Application to the Housing and Home Finance Agency. This Application was submitted to HHFA in April and review by the Federal Agency was well underway by June 30.

In view of the intense public interest in the social aspects of the redevelopment program, included in this report (marked Exhibit C), is a detailed description of the community services activities being carried out in this project.



## SOUTH OF MARKET AREA D

The South of Market Redevelopment Area consisting of approximately 151-acres was officially designated by the Board of Supervisors on December 11, 1961. Simultaneously, the Board of Supervisors approved the Agency's filing of an application for an advance of funds from the Federal Government. On the basis of the application, the Agency received an offer from the Federal Government in the amount of \$607,986 to be used to develop a plan to rebuild and rehabilitate approximately 90-acres south of Market extending generally from Fourth Street to Hawthorne Street, New Montgomery and Second Streets, and from Harrison to Mission Streets.

Following the necessary approving actions of the Agency Members and the Board of Supervisors, planning funds became available on October 8, 1962 and planning for the area commenced immediately. On March 4, 1963 the Board of Supervisors amended the boundaries of the South of Market Redevelopment Area to include a corridor from Mission Street to Market Street between Third and Fourth Streets. To provide a complete understanding of existing conditions within this project area, several surveys were undertaken, including an evaluation of the structural condition of every building situated therein which was conducted in cooperation with the Department of Public Works.

In April, 1963 a firm of consultants was employed to prepare a marketability study of the area which study presently is sixty percent complete. Completion of the final report is scheduled for October, 1963.

In March, 1963 a firm of Planning Consultants was employed to prepare a design study for the area. This study is scheduled for completion in October, 1963.

A residential Site Occupant Survey will be completed on August 31, 1963.



South of Market Area D (Continued)

To insure cooperation between the Agency, residents, property owners, and commercial and industrial establishments, a site office will be established in the near future.

Submission of the Agency's Part I of the Application for Loan and Grant for this project is scheduled for February 1, 1964.



## HUNTERS POINT

California state law requires that the homes of over 1,800 families at Hunters Point in the temporary war housing project be destroyed by 1970.

Since 1961 activities have been increasingly intensified by agencies and departments of the City Government to arrive at a workable approach to meet the 1970 deadline. The Redevelopment Agency and the Housing Authority were directed by the Board of Supervisors to develop a proposal for the closing-out of the war housing site and the redevelopment of the area with the maximum benefit to the City, the residents at Hunters Point and the project area. The Redevelopment Agency was directed to explore the possibilities of obtaining Federal aid for a redevelopment project at Hunters Point. The Board of Supervisors in 1962 appropriated \$10,773 to be used by the Redevelopment Agency for the preparation of a Survey and Planning Application for such a project to the Federal Government.

In June of this year, after a series of meetings and counter-proposals to the Federal Government, the Housing and Home Finance Agency agreed to provide Federal assistance on a Hunters Point project. The project agreed upon after close consultation with the Urban Renewal Administration consists of the entire temporary war housing area owned by the Housing Authority on behalf of the City and some privately owned properties inside the war housing project and along the northern edge of the project. The Federal Government will provide full loan and grant assistance on the privately owned areas. The aid offered on the publicly owned war housing area is limited to a planning advance, a relocation grant, and a loan to finance the project during its execution. The loan on the publicly owned area must be repaid in full from the sale of the land, and any deficiency must be repaid in cash from the City and County of San Francisco. Based on these conditions the major sections of a Survey and





## Hunters Point (Continued)

Planning Application have been prepared. In a period of two weeks the Application could be put in final form for presentation to the Board of Supervisors and the Federal Government. Meetings have been held with the Housing Authority, the Controller's Office, the Department of Public Works, and the Water Department to reach agreements on the items involving these departments and agencies. The major proposals of the Application have been reviewed with the Federal Government informally to determine its acceptability to the Urban Renewal Administration. The portions of the completed Application have been reviewed and studied by the Bayview-Hunters Point Citizens' Committee step-by-step in their preparation. Participating with this Committee in its review of the application were representatives of such civic associations as the NAACP, the Council for Civic Unity, the Congress on Racial Equality, and the San Francisco Planning and Urban Renewal Association. 1/

The Redevelopment Agency, in preparing a proposal for redeveloping the Hunters Point war housing area, has carefully followed the directions of the Board of Supervisors in the Board Resolution No. 236-62 directing the Agency to redevelop the area to the maximum extent possible for housing for moderate-income families.

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1/ Although this Report formally covers the period from July 1, 1962 to June 30, 1963, it should be pointed out that shortly subsequent to the Federal decision to provide assistance for a Hunters Point project another event occurred which has stopped all progress on this project.

On August 20 of this year the California State Highway Engineer recommended to the State Highway Commission the adoption of a route for the Hunters Point Freeway which cuts through the proposed Hunters Point Redevelopment Project. The Route A recommended for adoption by the State Highway Commission had



previously been opposed by the Redevelopment Agency, the City Planning Commission, the Department of Public Works, and the Housing Authority on the basis that it unduly disrupts the existing and potential sound residential neighborhood at Hunters Point. The citizens' groups at Hunters Point also oppose Route A. A public hearing on the proposed Route A being considered for formal adoption by the State Highway Commission has been requested by the Board of Supervisors to be held in San Francisco. Until the route is firmly established, the Federal Government cannot accept the Application for Survey and Planning on Hunters Point, and all progress on the project must be held in abeyance.

Further delays will make it increasingly difficult to carry out a well-ordered project at Hunters Point in view of the 1970 deadline for the demolition of the war housing, the time needed for planning the project and obtaining required governmental reviews, and the need for staging the relocation and redevelopment activities over a five or six-year period.



## GENERAL NEIGHBORHOOD RENEWAL PLAN - RAPID TRANSIT CORRIDOR

In November, 1962 the voters of San Francisco, Contra Costa and Alameda Counties approved the issuance of general obligation bonds to finance a rapid transit system devised by the Bay Area Rapid Transit Authority. Since the bond election and following many discussions and conferences, the need for a planning study of the Rapid Transit Corridor within the City and County of San Francisco was indicated and proposed. Recognizing the need for such a study, Supervisor Harold S. Dobbs asked this Agency what methods might be employed to coordinate the development of the rapid transit system along Market Street with urban renewal activities.

On November 14, 1962 Mr. Dobbs was informed that if a study of the Rapid Transit Corridor area was prepared prior to any actual renewal activities, broader opportunities would ensue for coordinating renewal with the development of the rapid transit system. The Agency suggested utilization of Section 102, Subsection (d) of Title I of the Housing Act of 1949, as amended. Under the provisions of this legislation the Agency can apply to the Administrator of the Housing and Home Finance Agency for an advance of funds to prepare a General Neighborhood Renewal Plan.

During January of 1963 the Board of Supervisors Committee on Public Buildings, Lands and City Planning held meetings for the purpose of understanding more fully the involvements in connection with the preparation of a General Neighborhood Renewal Plan for the Rapid Transit Corridor. Further, the concepts of a General Neighborhood Renewal Plan were set forth in a letter from the Agency to the Board of Supervisors.

Following conferences with the Renewal and Housing Committee of the San Francisco



General Neighborhood Renewal Plan (Continued)

Planning and Urban Renewal Association, the Mayor's Inter-Agency Committee on Urban Renewal, the Members of the Redevelopment Agency, and the Board of Supervisors Committee on Public Buildings, Lands and City Planning, specific boundaries were delineated by the Redevelopment Agency and the Department of City Planning. These suggested boundaries, a time schedule, and an estimated cost for the preparation of an Application to the Federal Government for Survey and Planning Funds were submitted to the Board of Supervisors on March 15, 1963.

On June 10, 1963, the Board of Supervisors adopted its Ordinance No. 136-63 which appropriated \$14,694 for the preparation of the Application to the Federal Government for an Advance of Funds for Planning the General Neighborhood Renewal Plan.

The necessary studies for the preparation of the Application are nearing completion and will be presented to the Members of the Agency for consideration in September, 1963, after which the Application will be presented to the Board of Supervisors for its consideration and action.





E X H I B I T S



DIAMOND HEIGHTS  
PROJECT NO. UR CALIF. 2-1

EXISTING AND PROPOSED  
 CAPITAL IMPROVEMENTS  
 BY THE CITY OF SAN  
 FRANCISCO WITHIN  
 PROJECT BOUNDARY

(Project Improvements-Street System, etc., excluded)

<u>ITEM</u>	<u>TOTAL COST</u>	<u>NON-CASH CLAIM FOR D.H.</u>
1. Sewers *	\$ 143,538	\$ 89,336
2. Police & Fire Boxes *	85,055	85,055
3. Streets *	68,817	46,729
4. Water System *	625,940	625,940
5. Elementary School	1,238,600	1,238,600
6. Junior High School	3,403,950	850,988
7. Firehouse	250,000	124,000
8. Playgrounds	972,000	972,000
	<hr/>	<hr/>
Subtotal -	\$6,787,900	\$4,032,648
9. Possible Home School and Library	300,000	200,000
	<hr/>	<hr/>
Total -	\$7,087,900	\$4,232,648
Non-Cash Grant-in-Aid Claims for Improvements Outside Project	- - -	68,618
	<hr/>	<hr/>
	\$7,087,900	\$4,301,266

\* Completed



PROGRESS REPORT  
DIAMOND HEIGHTS

Parcel Number	<u>Stages of Construction</u>				
	<u>Redevelopers</u>	<u>Type of Improvements</u>	<u>Est. Total Value</u>	<u>Com- pleted</u>	<u>In Progress</u> <u>Not Started</u>
	William M. Lai	1F Res	\$ 53,000	Yes	
	David and Lydia Miller	1F Res	60,000	Yes	
	Werner Sallein	1F Res	50,000	Yes	
	Louis Ravano	1F Res	45,000	Yes	
	Thomas F. and Marian Vizzard	1F Res	45,000		90%
	Harry A. Zagorites	1F Res	55,000	Yes	
	Donald and Shirley Tsark	1F Res	54,000	Yes	
	Hing and Frieda Yee	1F Res	53,000	Yes	
	George W. Caesar	1F Res	60,000	Yes	
0	Leon and Shirley L. Yudkin	1F Res	55,000	Yes	
1	Hans A. Feibusch	1F Res	45,000	Yes	
2	Dr. and Mrs. Neil Rosenblatt	1F Res	65,000	Yes	
3	Harry W. and Mayling Low	1F Res	50,000	Yes	
4	William K. Graves	1F Res	52,000	Yes	
5	Sam I. and Doris S. Pichey	1F Res	50,000		85%
6	John C. and Elizabeth Seward	1F Res	52,000	Yes	
7	Allen and Jane Unger	1F Res	55,000	Yes	
8	Man G. Louie	1F Res	50,000	Yes	
9	Philip M. and Carol R. Morrison	1F Res	60,000	Yes	



PROGRESS REPORT  
DIAMOND HEIGHTS

EXHIBIT A

Parcel Number	<u>Redevelopers</u>	<u>Type of Improvements</u>	Est. Total <u>Value</u>	<u>Stages of Construction</u>		
				<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
20	Glenn S. Fong	1F Res	\$ 40,000	Yes		
21	Lun and Eva Chan	1F Res	52,000		75%	
22	Richard and Sandra Craib	1F Res	45,000	Yes		
23	Ralph and Edith I. Goldenberg	1F Res	50,000	Yes		
Improved Property (tenant)	Dwight Williams	1F Res	15,000	Yes		
TOTAL			\$ 1,211,000			





PROGRESS REPORT  
DIAMOND HEIGHTS

EXHIBIT A

Parcel Number				Type of Improvements	Est. Total Value	<u>Stages of Construction</u>		
						Com- pleted	In Progress	Not Started
16	Alvin Corporation	*		1F Res	\$ 40,000	Yes		
17	"	"	*	1F Res	40,000	Yes		
18	"	"	*	1F Res	40,000	Yes		
19	"	"	*	1F Res	40,000	Yes		
20	"	"	*	1F Res	40,000	Yes		
21	"	"	*	1F Res	40,000	Yes		
22	"	"	*	1F Res	40,000	Yes		
23	"	"	*	1F Res	40,000	Yes		
24	"	"	*	1F Res	40,000	Yes		
45	DeNarde Construction Company	*		6 1F Res	300,000	Yes		
1	Eichler Homes, Inc.	*		30 1F Res	1,110,000	Yes		
5	"	"	" *	14 1F Res	630,000	Yes		
25	"	"	" *	10 1F Res	370,000		10%	
32	"	"	" *	1F Res	37,000		10%	
33	"	"	" *	1F Res	37,000		10%	
34	"	"	" *	1F Res	37,000		10%	
35	"	"	" *	1F Res	37,000		10%	
36	"	"	" *	9 1F Res	333,000	5-Yes	4-10%	
37	"	"	" *	8 1F Res	296,000	4-Yes	4-10%	
38	"	"	" *	38 1F Res	1,406,000	22-Yes	16-10%	
42	"	"	" *	1F Res	38,000	Yes		
9	Elm Associates, Inc.	*		Duplex	80,000	Yes		
11	"	"	" *	3-Duplexes	240,000	Yes		



Progress Report  
 Diamond Heights (Continued)

Parcel Number	Redevelopers	Type of Improvements	Est. Total Value	<u>Stages of Construction</u>		
				Com- pleted	In Progress	Not Started
12	Elm Associates, Inc.*	Duplex	\$ 80,000	Yes		
13	" " " *	Duplex	80,000	Yes		
14	L.King & Sally Fong*	Duplex	60,000	Yes		
148	" " " *	2 1F Res	76,000	Yes		
15	Galli Construction Company *	6 1F Res	252,000			X
139	" " *	9 1F Res	378,000	Yes		
140	" " *	7 1F Res	294,000	Yes		
146	" " *	11 1F Res	495,000			X
147	" " *	2 1F Res	84,000	Yes		
149	" " *	2 1F Res	84,000		90%	
150	" " *	2 1F Res	84,000		90%	
151	" " *	2 1F Res	84,000		80%	
152	" " *	2 1F Res	84,000		80%	
153	" " *	14 1F Res	630,000			X
154	" " *	2 1F Res	84,000		15%	
155	" " *	2 1F Res	84,000		15%	
156	" " *	2 1F Res	84,000		15%	
158	Martha and Eunice Goldberg	Duplex	85,000	Yes		
127	Guy Associates *	3 1F Res	135,000	Yes		
157	H.F. Chin & E.L.Wong " " " " *	2 1F Res	90,000	Yes		
158	" " " " *	2 1F Res	90,000	Yes		
159	" " " " *	2 1F Res	90,000	Yes		
160	" " " " *	2 1F Res	90,000	Yes		



Progress Report  
 Grand Heights (Continued)

EXHIBIT A

Stages of Construction

<u>Parcel Number</u>	<u>Redevelopers</u>	<u>Type of Improvements</u>	<u>Est. Total Value</u>	<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
43	Frank & Aster Lee	1F Res	\$ 40,000	Yes		
31	Jack B. Neuman *	2 1F Res	85,000	Yes		
2	Sam & Doris Pichey *	Duplex	65,000	Yes		
3	R.J. & G. Company *	Duplex	65,000	Yes		
10	" " " *	Duplex	65,000	Yes		
5	Roos Improvements, Ltd. * William B. Roos	Duplex	60,000			X
26	" " " *	1F Res	35,000	Yes		
28	" " " *	1F Res	35,000	Yes		
29	" " " *	1F Res	35,000	Yes		
30	" " " *	1F Res	35,000	Yes		
41	" " " *	1F Res	35,000	Yes		
44	" " " *	2 1F Res	70,000			X
7	Alfred F. Walker *	Duplex	65,000	Yes		
TOTAL -			\$ 9,598,000			

Major developers



PROGRESS REPORT  
DIAMOND HEIGHTS

EXHIBIT A

<u>Parcel Number</u>	<u>Redevelopers</u>	<u>Type of Improvements</u>	<u>Est. Total Value</u>	<u>Stages of Construction</u>		
				<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
1	Mrs. Nancy Shea	1F Res	\$ 50,000			X
2	David Miller	1F Res	60,000			X
3	Dr. Marvin Gordon	1F Res	55,000		5%	
5	Walter Vendetti	1F Res	48,000			X
6	J. Liberman	1F Res	52,000			X
7	B.R.B. Homes, Inc.	1F Res	45,000			X
8	Richard Baldwinson	1F Res	50,000			X
9	Gene Connell	1F Res	55,000			X
10	Albert and Lila Baireuther	1F Res	52,000			X
11	Eric Quan	1F Res	45,000			X
13	Merrill E. Steinberg	1F Res	55,000		25%	
15	Mrs. Thomas Gaffney	1F Res	50,000			X
16	Frank Ferlito	1F Res	52,000			X
17	Mr. and Mrs. Sidney H. Weiss	1F Res	56,000			X
18	Mrs. H.J. Quigg	1F Res	52,000			X
19	Mortimer H. Herzstein	1F Res	51,000			X
20	Mrs. Sherman H. Strauss	1F Res	50,000			X
21	Mrs. W.M. Enfield	1F Res	40,000		50%	
22	Dr. N. Rosenblatt	1F Res	65,000			X
23	James L. Coran	1F Res	48,000			X
24	Philip Morrison	1F Res	65,000			X





PROGRESS REPORT  
DIAMOND HEIGHTS

EXHIBIT A

Parcel Number	Redevelopers	Type of Improvements	Est. Total Value	<u>Stages of Construction</u>		
				<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
25	Mrs. A.F. Walker	1F Res	\$ 45,000		15%	
26	Mrs. L. Bradley	1F Res	49,000			X
		TOTAL	\$ 1,190,000			



PROGRESS REPORT  
DIAMOND HEIGHTS

EXHIBIT A

<u>Parcel Number</u>	<u>Redevelopers</u>	<u>Type of Improvements</u>	<u>Est. Total Value</u>	<u>Stages of Construction</u>		
				<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
Church Site # 1	St. Nicholas Orthodox Church	Church	\$ 260,000			X
Church Site # 2	Protestant Episcopal Bishop of California	Church	185,000		80%	
Church Site # 3	Lutheran Church California and Nevada District	Church	185,000			X
Parsonage for Church Site # 3	Lutheran Church California and Nevada District	Parsonage	40,000			X
TOTAL -			<hr/> \$ 670,000			



PROGRESS REPORT  
DIAMOND HEIGHTS

Stages of Construction

<u>Parcel Number</u>	<u>Redevelopers</u>	<u>Type of Improvements</u>	<u>Est. Total Value</u>	<u>Com- pleted</u>	<u>In Progress</u>	<u>Not Started</u>
Parcel 1B, 2	Robert Chuckrow Construction Co. *	MPPH	\$ 4,462,500			X
	San Francisco Redevelopers, Inc. *	MPPH	1,015,000			X
Parcel 4B	Mission Neighborhood Centers, Inc. *	MPPH	2,415,000			X

Major Developer

Neighborhood Center  
Shopping Site

San Francisco Redevelopers, Inc. *	Commercial	\$ 3,500,000			X
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Major Developer

Red Rock Hill

San Francisco Redevelopers, Inc. *	Mixed Low & High Rise Apartment Complex	\$ 34,650,000		10%	
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Major Developer

GRAND TOTAL, DIAMOND HEIGHTS- \$ 58,711,500.



WESTERN ADDITION A-1 PROJECT  
PUBLIC CAPITAL IMPROVEMENTS  
(ALL CONSTRUCTION COMPLETED  
EXCEPT WHERE NOTED)

<u>Improvement</u>	<u>Total Cost</u>	<u>Non-Cash Claim for A-1</u>
Geary Street	\$ 4,342,000	\$ 2,143,095
Webster Street	800,000	98,248
O'Farrell Street	239,294	20,819
Eddy Street	25,647	12,824
Ellis Street	60,452	60,452
Traffic Signals	90,000	67,362
Fire and Police Boxes	29,974	12,732
Low Pressure Water	120,000	47,990
High Pressure Water	89,000	89,000
Cisterns	100,000	100,000
Street Lighting	217,300	163,489
Sewers	396,000	229,756
Benjamin Franklin Jr. High School	1,102,926	190,806
Raphael Weill Elementary School	430,532 *	22,137
Hayward Playground	322,783	74,240
Firehouse	225,594	30,455
Hamilton Recreation Center	<u>2,354,166 *</u>	<u>277,792</u>
Total -	\$10,945,668	\$ 3,641,197

\* Construction in progress





PROGRESS REPORT  
WESTERN ADDITION A-1

Parcel Number	Redevelopers	Type of Improvements	Est. Total Value	Stages of Construction		
				Com- pleted	In Progress	Not Started
P.	Jones Memorial Methodist Church	Parking area	\$ 19,500		50%	
P.	Salvation Army	Married Cadet Quarters	420,000		99%	
P.	Roman Catholic Welfare Corporation	School	307,000	Yes		
1,B-1 4,B-4	Dworman Associates **	891-unit high rise apartments	17,000,000			X
2A, 2	Eichler Homes, Inc.	150-unit high rise apartments	4,300,000		65%	
3, 3A	Eichler Homes, Inc.	72-unit low rise apartments	2,220,000	Yes		
1,C-2	Upjohn National Management Company	4-story office building	1,300,000		95%	
3A	Richard S. Hyman	2-story office building	150,000		15%	
3B	Shell Oil Company	Service Station	175,000	Yes		
4,C-4A, 5,G-1, 2,G-3	Japanese Cultural ** and Trade Center	A planned center, including shops, theater, inn, garage, etc.	15,000,000			X
6	Barton Develop- ment Co.	Supermarket (Mayfair)	500,000	Yes		
7, 8	Robert L. Chan	Cleaning plant and parking area	110,000	Yes		
10	Jones Memorial Methodist Church **	32-unit housing for the elderly and church extension	600,000			X
11	Texaco	Service Station	250,000	Yes		
12	Chevra-Kadisha Sinai Memorial Chapel	Parking area	65,000		95%	



Progress Report  
 Eastern Addition A-1 (Continued)

Parcel Number	Redevelopers	Type of Improvements	Est. Total Value	Stages of Construction		
				Com- pleted	In Progress	Not Started
-13	Boas Pontiac	Used car lot as an adjacent to auto agency	\$ 60,000	Yes		
-14	Kaiser Foundation Hospital	Out-patient clinic building	3,150,000		80%	
-1A	Eichler Homes, Inc.	Supermarket (Lucky)	500,000	Yes		
-1, -2	Post Scott Medical Building	Medical Office Building	215,000	Yes		
-3	Post Divisadero Corporation	Medical Office Building	625,000	Yes		
-4, -5	Post Divisadero Professional Center	Medical Office Building	2,800,000	Yes		
-1	Roman Catholic Welfare Corporation	Parking area	30,000	Yes		
-2	Central Convalescent Homes	Nursing home	580,000	Yes		
-1, -2, -3	ILWU Longshoremen Redevelopment Corporation	299-unit moderate income housing	6,000,000		80%	
-1	Barton Western Development Company	152-unit cooper- ative apartments (low rise)	2,750,000		70%	
-1	Gough & O'Farrell Community Housing	102-unit cooper- ative apartments (high rise)	2,200,000		15%	
-1	Martin Luther Tower **	120-unit housing for the elderly	2,850,000			X
Portion of 1 Block 13	Unitarian Church ** O.P.	Parking and church expansion	175,000			X
TOTAL -			\$64,351,500			

\*\* See narrative explanation



## SUMMARY OF COMMUNITY RELATIONS PROGRAM

San Francisco Redevelopment Agency  
Western Addition Area 2 Project

From the time Western Addition Area 2 was first designated as a blighted area, the San Francisco Redevelopment Agency anticipated the impact of social factors on the program. The Agency recognized its moral and legal responsibilities to aid in the rehousing of all persons who would be displaced but realized that the accomplishment of this goal would require the cooperation of the entire community as well as the health, welfare, education, employment and real estate interests. The problems involved are too great, too varied and too specialized to permit solution by any one group or agency. To reflect the comprehensive approach envisioned it was decided to change the name of the Relocation and Property Management Division to that of Community Services and Property Management.

Western Addition Area 2 includes 77 blocks with a population of approximately 2720 families and 4950 singles. In addition there are about 2500 persons residing in public housing located in the area. The Final Plan has been submitted to the Urban Renewal Administration of the Housing and Home Finance Agency and it is anticipated that relocation will actually begin early in 1964 and will extend over a three-year period.

With a goal of adequately rehousing the population to be affected by the Western Addition Area 2 Project, it was recognized that a colossal job lay ahead in both preparing residents of the area for their move and mobilizing resources throughout the community whose services would be needed if an effective program was to be accomplished. It was decided to approach the community relations program on a two-fold basis--(1) through contacts with individual residents and business firms, of the project area, established neighborhood groups and organizations serving the project area and block groups to be established in those sections of the project which would be devoted primarily to rehabilitation rather than clearance, and (2) through a broad program of contacts with established agencies and organizations serving not only the project area but other areas throughout the City. Responsibility for coordinating these two facets of the community relations program rests with the Chief of the Community Services and Property Management Division.

Neighborhood contacts are primarily the responsibility of Neighborhood Representatives who began working with individual residents and neighborhood groups during the early stages of the planning period for the project. All residents in the area are being contacted in order to explain the project and to discuss their individual situations. Three neighborhood groups have been organized in those areas to receive major rehabilitation treatment.

In addition to contacting residents directly, neighborhood representatives have contacted all public and parochial schools which serve Area 2 residents and have met with the pastors of 31 Western Addition churches. The schools and the churches have cooperated by passing important information along to their students and congregations.



Another important function of the neighborhood representatives has been to act as liaison between interested community organizations and the Redevelopment Agency in the planning of the Area 2 project. Thus, the Fillmore Merchants Association and the United Committee for the Japanese Community, composed of owners and tenants presently in the project area, have been brought into the planning for the two major commercial areas of the project, the Fillmore Center and the Nihonmachi. In both cases, representative groups have worked with the Agency on a continuing basis since late 1961, immediately after the commencement of planning for Area 2.

Through active participation in the Western Addition District Council, the coordinating body for private and public agencies serving the Western Addition, a special committee of the Western Addition District Council has been established to assist the Agency in preparing for relocation. As a result of a review of the final relocation plan for the project, the Redevelopment Committee of the District Council has expressed its concern to the Social Planning Committee of the United Community Fund that social agencies in the community be alerted to referrals they may get from the Redevelopment Agency and that they make every effort to plan and budget for these referrals in 1963-64. These are merely the highlights of that facet of the community relations program which is related primarily to residents and groups within the project area.

The responsibility for the broad program of community relations for the project is carried by the Community Relations Representative, who was appointed to the staff in July of 1962, over a year in advance of the anticipated date for displacement of residents. This early appointment was made to give ample time to follow up on contacts already established by the Agency as well as to develop relations with additional community agencies, groups and organizations. Further, this would give time to explore imaginative programs to provide the maximum services for the persons to be displaced.

### Special Problems

The Agency recognized that while the problems that would be reflected in urban renewal existed long before Western Addition Area 2 was designated as a blighted area the rehousing process would bring many more cases to the surface. Certain groups would feel the impact more than others. The preliminary survey conducted early in 1962 provided significant data on the population that would facilitate planning. For example, the survey indicated that almost 50 percent were Negro; 13 percent Oriental; there were almost 1200 single persons and family heads over 62 years of age; the largest families were among the nonwhites. It was therefore especially important to work closely with the committees and agencies primarily concerned with the elderly citizen and those in the field of intergroup relations.

### Initial Steps

The Community Relations Representative began by listing all public and private agencies, organizations and groups which could and should be involved in the rehousing process. These included the United Community Fund agencies, public and private schools on all levels, churches, agencies concerned with





intergroup relations, professional groups in the field of social welfare and home economics, public agencies concerned with housing and even some organizations that seemed far removed from health and welfare as, for example, Welcome Wagon, Incorporated, since they often had person-to-person contacts in urban renewal areas as well as with displaced families who moved to new neighborhoods. Certain key groups were in a strategic position to provide guidance such as the consultants on the United Community Fund staff and the staff of the Western Addition District Council.

### Purpose of Contacts

Personal contacts were made with a wide variety of agencies and groups in order to interpret the redevelopment program and to acquaint them with Western Addition Area 2, but even more important, to enlist their expert advice and assistance in social planning. The agencies and groups were unanimous in their enthusiasm and eagerness to share the responsibility for rehousing. The conferences were more than "get acquainted" meetings, for the Agency was already exploring the possibility of undertaking three demonstration projects where success would depend upon cooperation and assistance of the professional case workers, public health nurses and group workers. The proposed programs involved: 1) homemaking services for the residents; 2) a demonstration project for housing sixty low income families; and 3) a program of special services for elderly citizens who would be displaced.

### Homemaking

The first step towards developing a homemaking teacher service was to secure information on the experiences of agencies in other cities who had sponsored similar programs. Next, was to seek the advice of key agencies in the field of health and welfare, education and home economics. All agreed there was a need for such a program which would include teaching assistance in housekeeping, sewing, home decoration, meal planning, budget assistance, renovation of furniture and maintenance of equipment in the hope of helping displaced persons prepare for the move to their new homes. However, the consensus was that in order to carry out an effective program, the instruction must be geared to the specific needs of the residents and they should have a voice in the planning.

In August 1962 a small advisory committee was called together to explore the proposal further. This group included the following: Principal and Vice Principal of the San Francisco Unified School District Adult Education program; Program Coordinator for the San Francisco Public Welfare Department; Supervisor of Family Service Agency; Supervisor and Health Officer of Westside Health Center; representative of Western Addition District Council Redevelopment Committee; Director of the Booker T. Washington Center and the Community Relations Consultant from the Bay Area Urban League.

As a result of recommendations stemming from this meeting the Agency agreed to undertake a pilot project which would include individual and group consultation. As soon as the pilot project has been completed it is planned to have the Adult Education Department of the Public Schools sponsor an expanded program based on the experience of the pilot project.



### New Housing for Low Income Families

Section 207 of the Housing Act of 1961 authorized the Housing and Home Finance Administrator to enter into contracts with public and private bodies or agencies to provide new or improved means of providing housing for low income families. One of the first assignments to the Community Relations Representative was to complete the preparation of a proposal for a demonstration project for 60 families who would be displaced from Area 2.

After individual conferences with many public and private agencies a preliminary proposal was prepared. The project is to determine whether certain low income families displaced by the redevelopment process may gradually achieve ownership of their homes.

In December 1962 the Agency received word from the Director of the Low-Cost Demonstration Program of the Housing and Home Finance Agency that preliminary proposals from various parts of the country had been reviewed and that the San Francisco Redevelopment Agency was one of a small number to be invited to submit a formal application for a grant. The San Francisco Development Fund which is composed of a group of San Francisco's leading citizens who are interested in forwarding the urban renewal program, agreed to sponsor this project and in June, 1963 they were awarded a \$244,607 grant.

### Special Program for the Elderly

The Agency initiated interest in a demonstration project to train volunteers to assist elderly persons who will be displaced by redevelopment. As a result a community agency applied for a \$50,000 grant from funds appropriated by the Ford Foundation and administered through the National Association of Housing and Redevelopment Officials. The award will be announced at an early date.

### Opening of Site Office

In November 1962 a site office was opened in a rehabilitated building in the heart of Western Addition Area 2 for the purpose of keeping the residents informed of developments. Members of social agency staffs were invited to drop in when they were in the neighborhood. By December 1962 over 100 agencies and groups had been contacted. Early in 1963 invitations were sent to key persons in social agencies who would be directly involved in rehousing for a series of 15 small informal meetings at the site office. Persons interested in certain aspects of the problem were invited in groups to facilitate planning. For example, separate meetings included persons primarily concerned with the elderly citizen, key persons concerned with intergroup relations, executive staff of United Community Fund, ministers of churches within the area, etc. These meetings are providing an excellent opportunity for staffs of the respective agencies to become acquainted as well as to share information on their programs. Materials distributed at each meeting include: maps of Area 2; background information on Urban Renewal; informational pamphlets.



### Staff Orientation

The Community Relations Representative is also assisting with plans for an orientation course for interviewers who will join the staff just prior to the beginning of displacement of residents. The University of California School of Social Welfare extension staff as well as many of the agency personnel have been most helpful in offering their services. Unique among the services to be provided will be consultation from the San Francisco Mental Health Services both on a group basis as a part of the staff orientation and on a continuing basis through the case worker who will be added to the Agency staff.

### Advisory Committee

The Agency plans to establish a committee of one professional and one lay person from key health and welfare agencies who will serve in an advisory capacity to the Community Services staff.

### Professional Case Worker

A professional case worker will be employed prior to actual rehousing of residents and she will make referrals to appropriate agencies, assist in orientation of interviewing staff and work closely with the advisory committee.

### Conclusion

It is not possible to evaluate the success of the San Francisco Redevelopment Agency's approach to community relations until the Agency is actually involved in the relocation process in Area 2. However, the Agency is heartened by the enthusiastic community support and grateful for the valuable assistance from health and welfare agencies, churches, public bodies and educational institutions. Rehousing of 13,000 persons will be a complex matter. However, the Redevelopment Agency has confidence that a well qualified staff working with a sympathetic, understanding and informed community can find solutions.

August 2, 1963



